

SURESH
Power BI Session
Module 10

Start with Sales and Marketing Sample Data

The image shows the Power BI Learn page in a web browser and a sample report in the Power BI Desktop application.

Power BI Learn Page:

- Header:** Power BI Learn, Search, Trial: 7 days left, Upgrade, Request trial renewal.
- Learn how to use Power BI:** Start learning.
- Dig into the documentation:** Read docs.
- Join the Power BI community:** Join in.
- Sample reports:** Retail Analysis Sample, Sales and Marketing Sample, Supplier Quality Analysis Sample.
- What's new:** Check out the [newest features](#) in the Power BI service. Watch our [YouTube channel](#) for Power BI Desktop tips.
- Training:** Register for a [webinar](#) or watch sessions on demand. Attend a [Dashboard in a Day](#) workshop. Attend a [Paginated Reports in a Day](#) workshop.
- Testimonials:** See what real people are [saying about Power BI](#). Browse community-created reports in the [Data Stories Gallery](#).

Power BI Desktop Application:

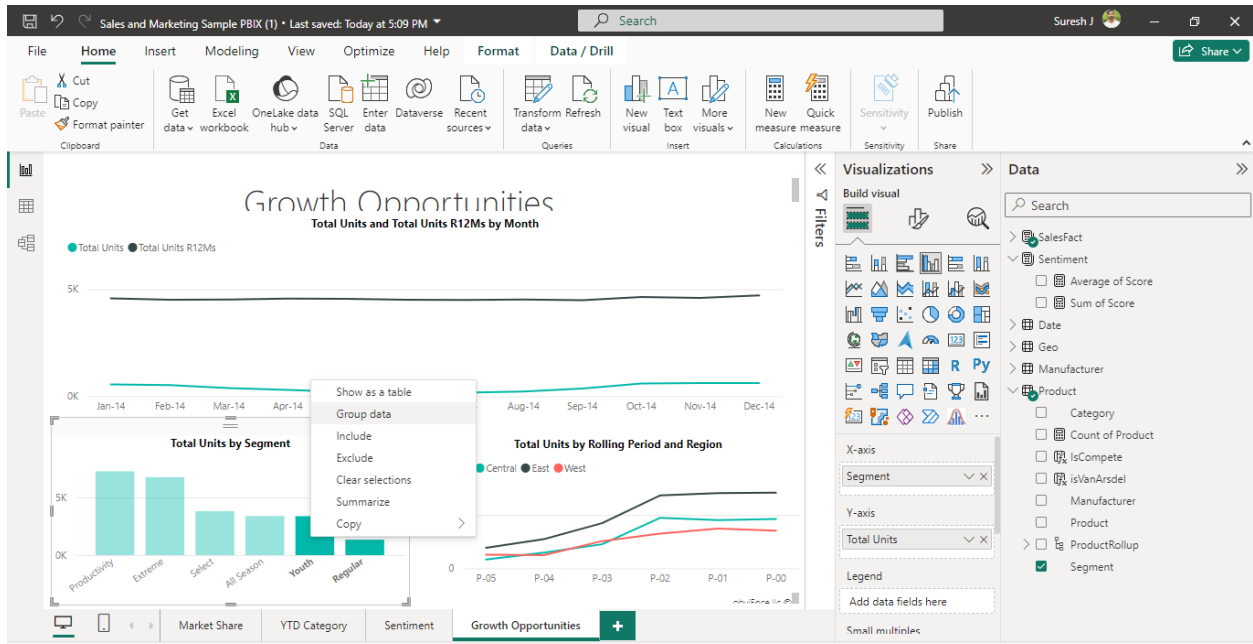
- File:** Sales and Marketing Sample PBIX (1) • Last saved: Today at 5:09 PM • Share
- Home:** Clipboard (Paste, Copy, Format painter), Get data (Excel, OneLake data hub, SQL Server, Enter data, Dataverse, Recent sources), Queries (Transform data, Refresh data), New visual (Text box, More visuals), Calculations (New measure, Quick measure), Sensitivity, Publish.
- Visualizations:** Build visual, Filters, Values (Add data fields here), Drill through (Cross-report, Keep all filters, Add drill-through fields here).
- Data:** Search, SalesFact, Sentiment, Date, Geo, Manufacturer, Product.

Report Content:

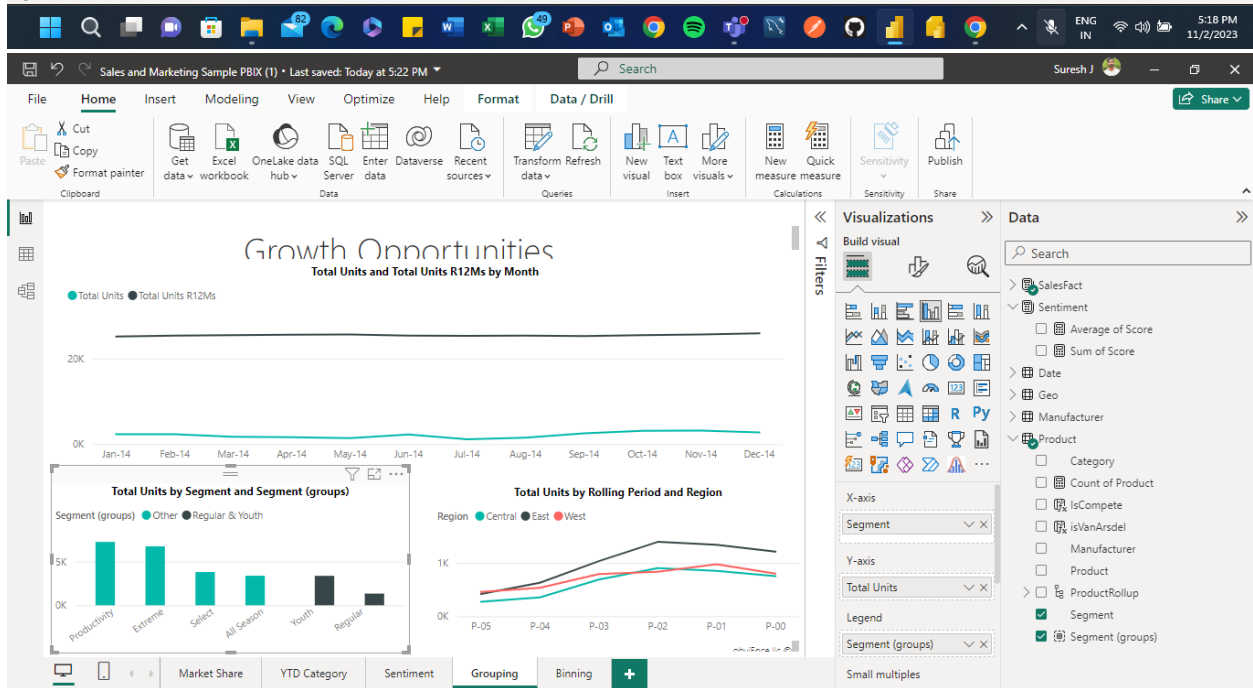
- VanArsdel Ltd - Market Share:** 49,832 Total Category V..., 32.86% % Units Market ...
- % Unit Market Share YOY Change by Rolling Period and Region:** Region: Central (blue), East (green), West (red). X-axis: P-11 to P-00. Y-axis: -10% to 10%.
- % Units Market Share R12M and % Units Market Share by Month:** X-axis: Jan-14 to Dec-14. Y-axis: 20% to 40%.
- Total Category Volume by Segment:** Convenience (9K), 15K.
- Total Units by Month and isVanArsdel:** X-axis: Jan-13 to Dec-14. Y-axis: 0K to 5K. Legend: isVanArsdel (No, Yes).

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Grouping



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Binning

The image shows two screenshots of Microsoft Power BI Desktop illustrating the binning process.

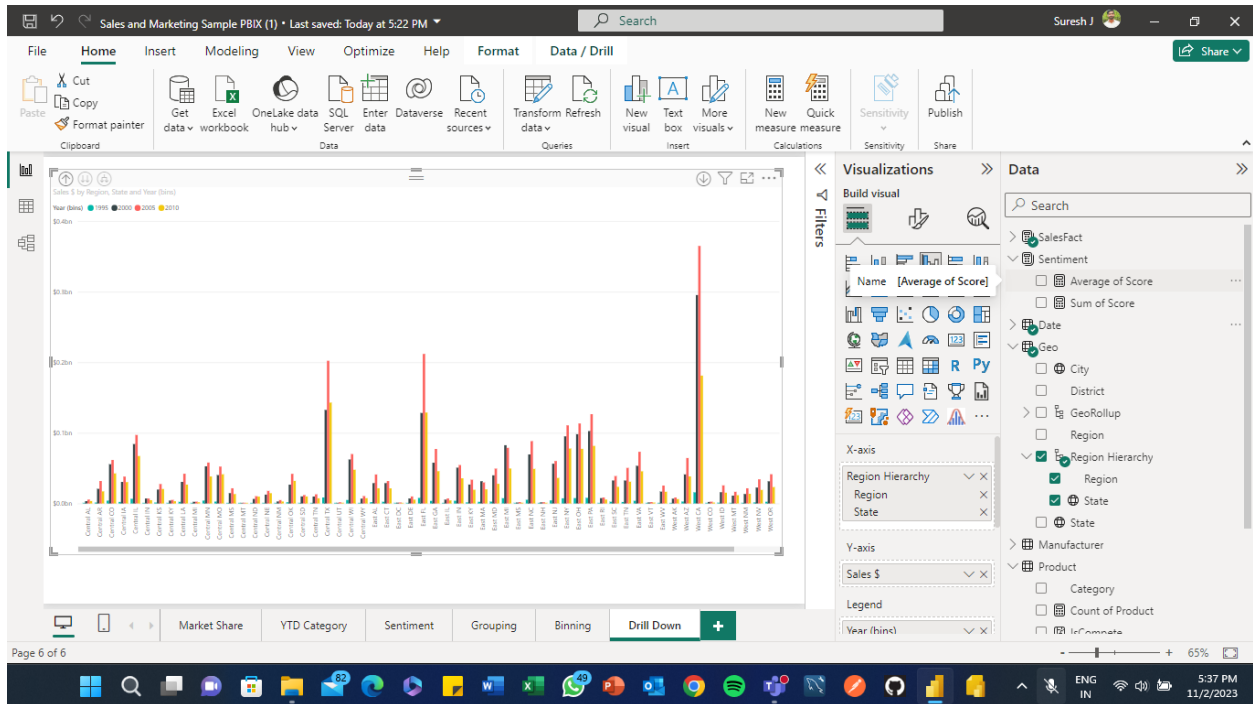
Top Screenshot: A bar chart titled "Sales \$ by Region" is displayed. The Y-axis represents sales in millions, ranging from \$0.0m to \$3.0m. The X-axis shows three regions: East, Central, and West. A context menu is open over the chart, showing options like "Check", "Select", "Create hierarchy", "New measure", "New column", "New quick measure", "Rename", "Delete from model", "Hide", "View hidden", "Unhide all", "Collapse all", "Expand all", "New group", "Add to filters", and "Add to drill through". The "New group" option is highlighted.

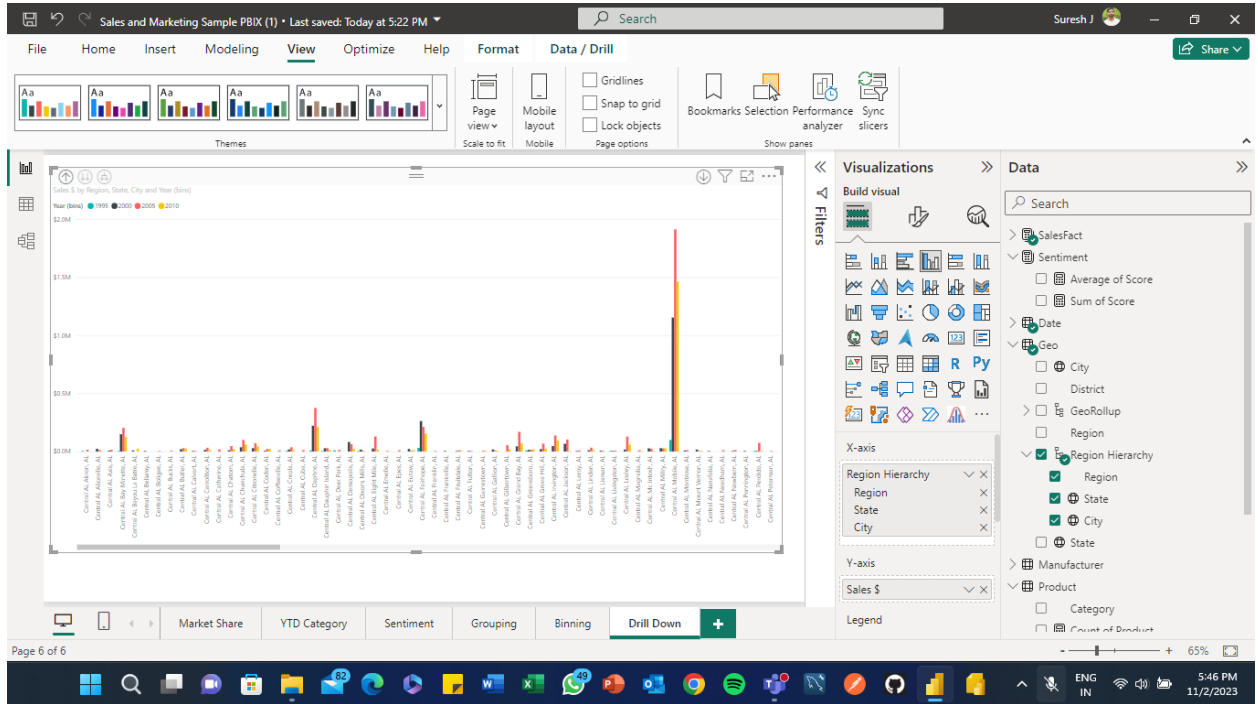
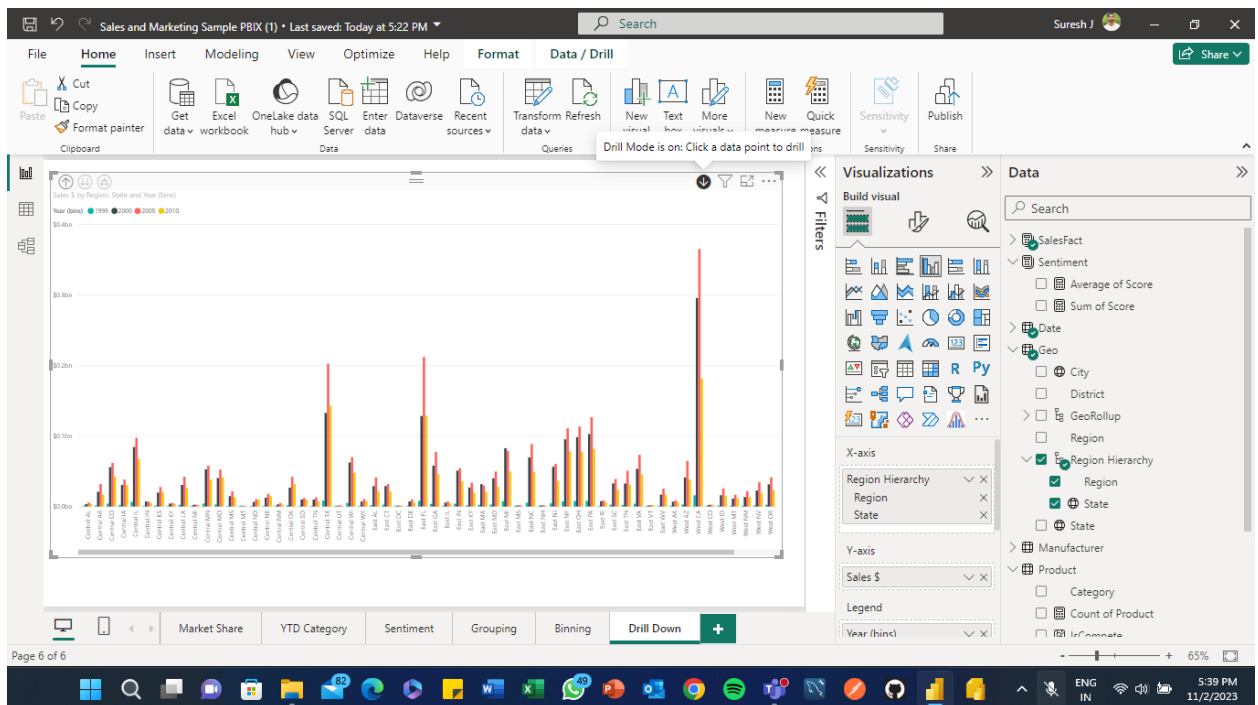
Bottom Screenshot: The "Groups" dialog box is open, showing the configuration for creating a new group. The "Name" field is "Year (bins)" and the "Field" is "Year". The "Group type" is "Bin" and the "Bin type" is "Size of bins". The "Min value" is "1999" and the "Max value" is "2015". The "Bin size" is set to "4". The "Reset to default" button is visible. The "OK" and "Cancel" buttons are at the bottom right.

Data Table: The following table represents the data shown in the bar chart:

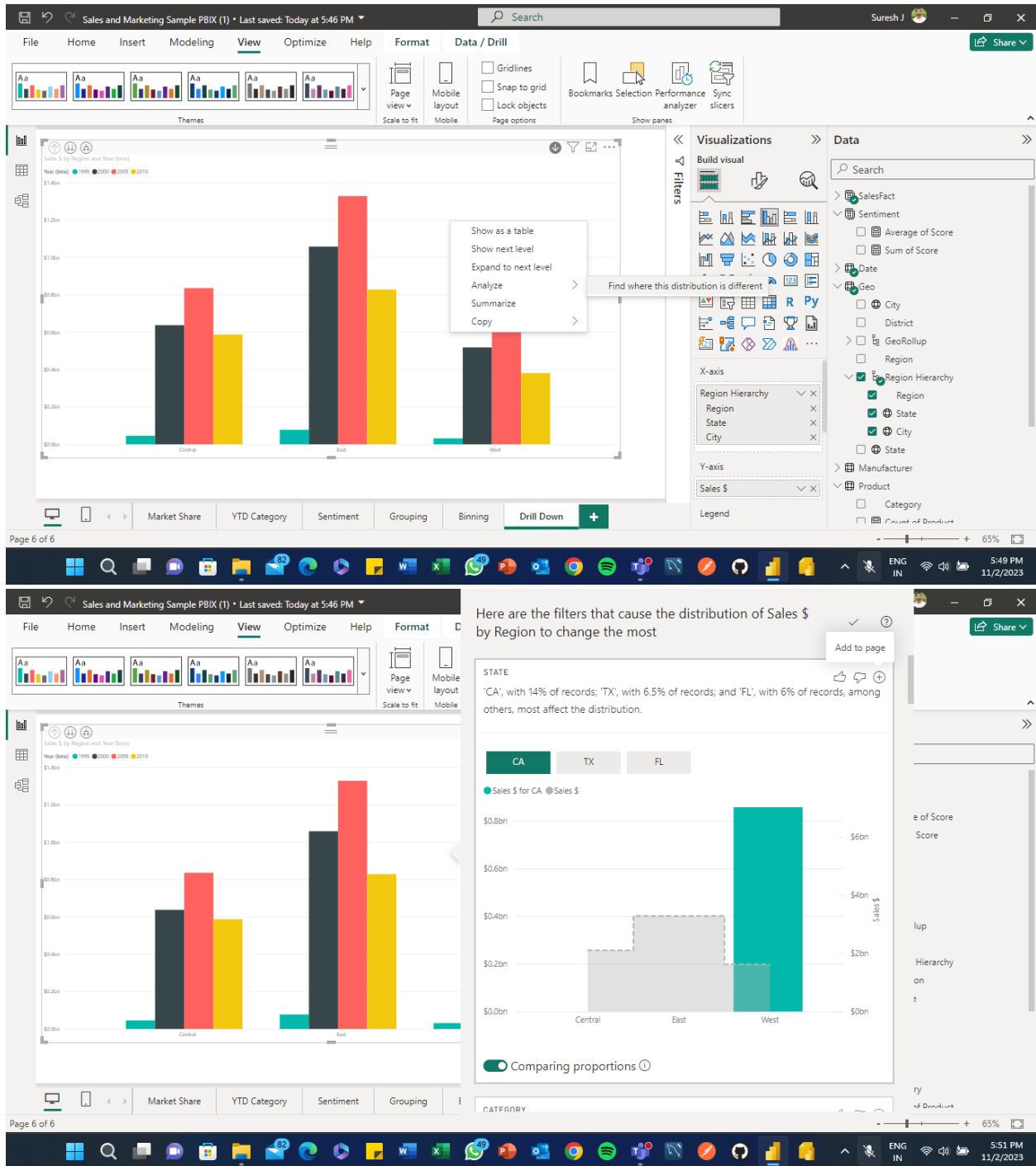
Region	Sales (\$m)
East	~2.8
Central	~2.2
West	~1.8

Drill Down & Up with Hierarchy

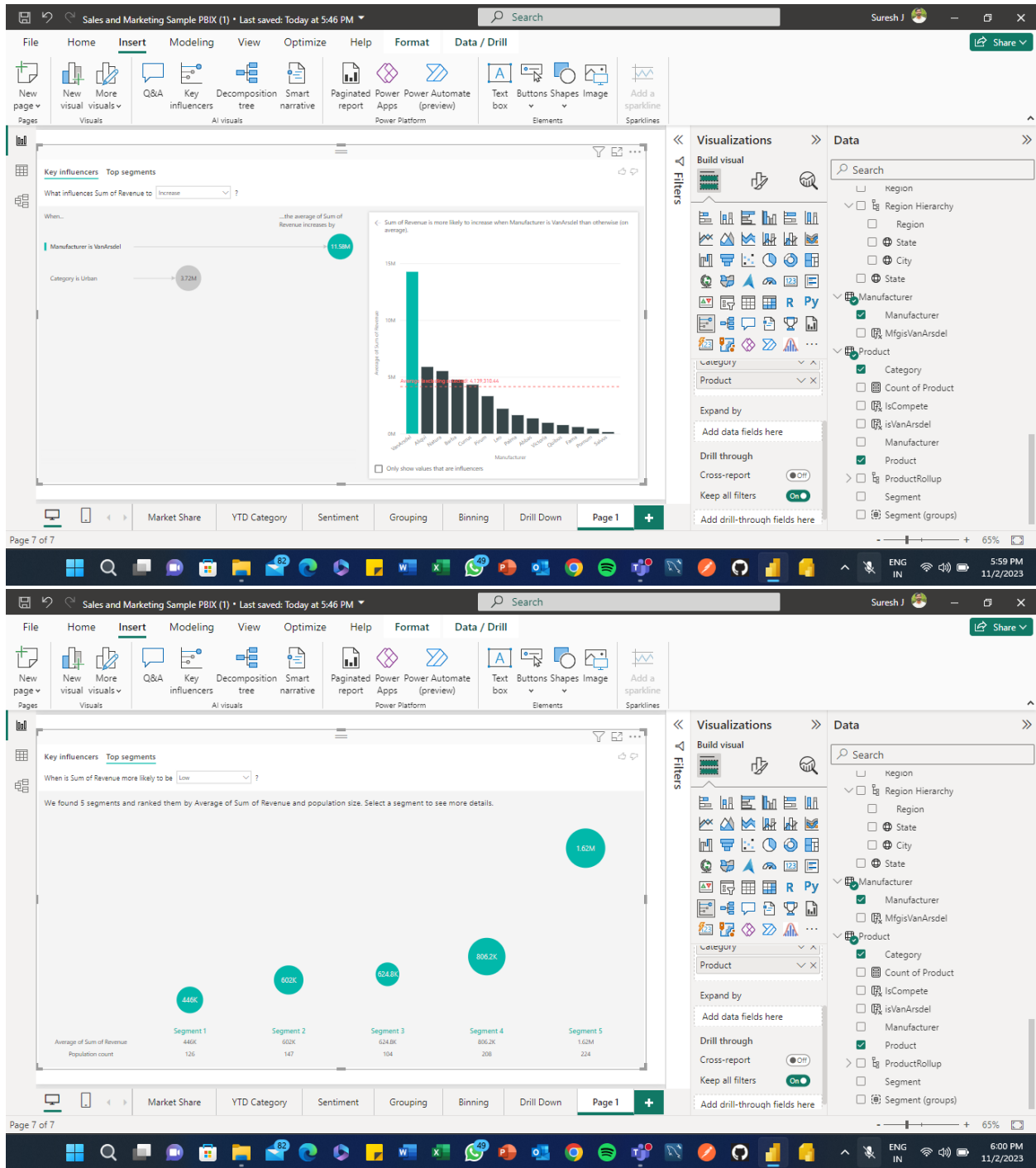




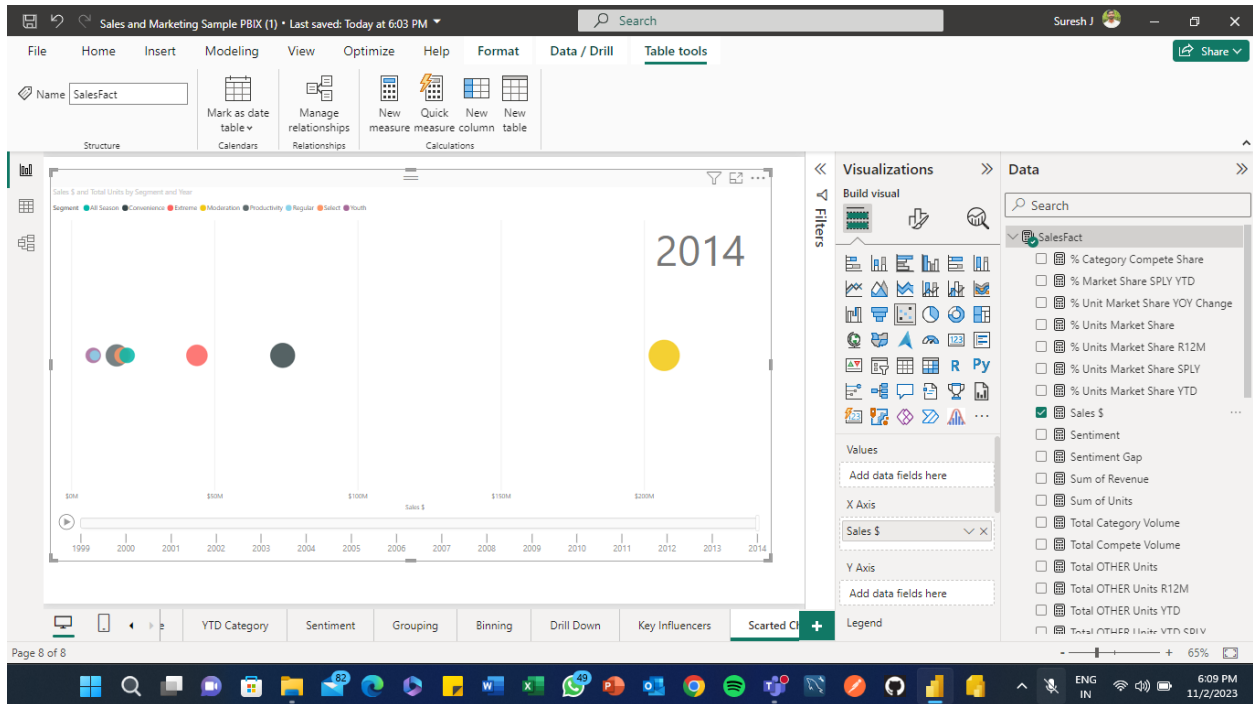
Analyze



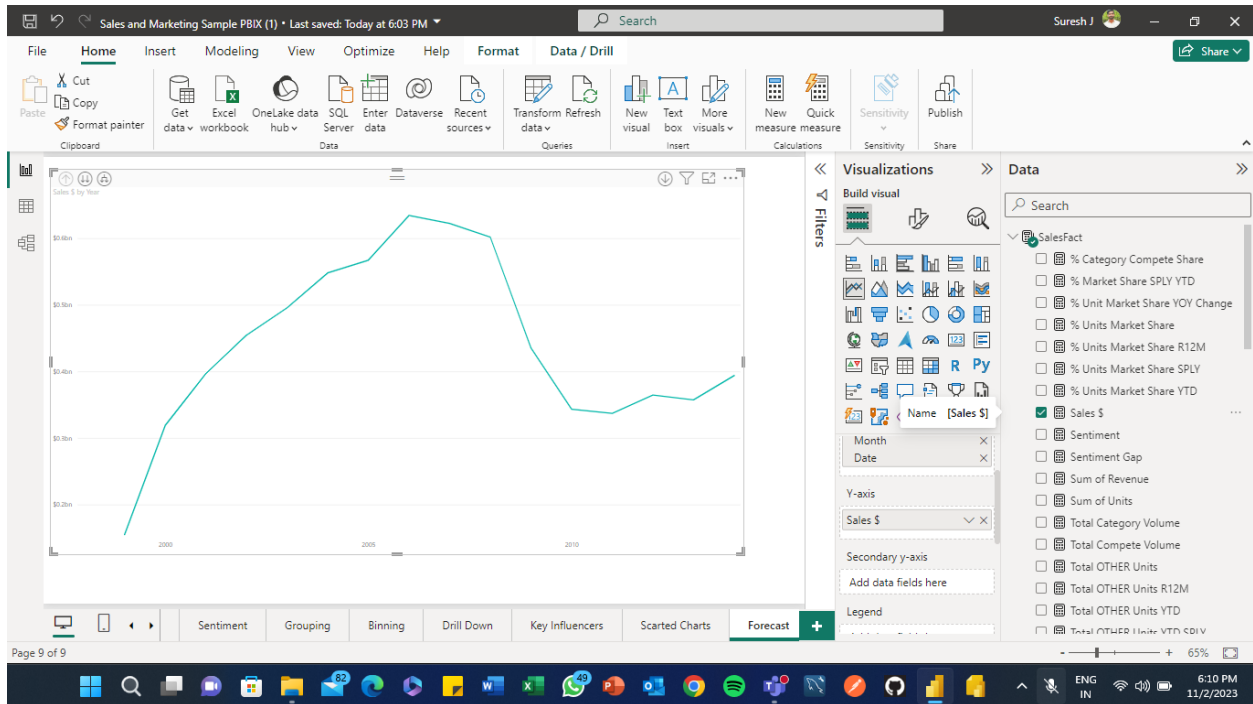
Key Influenze

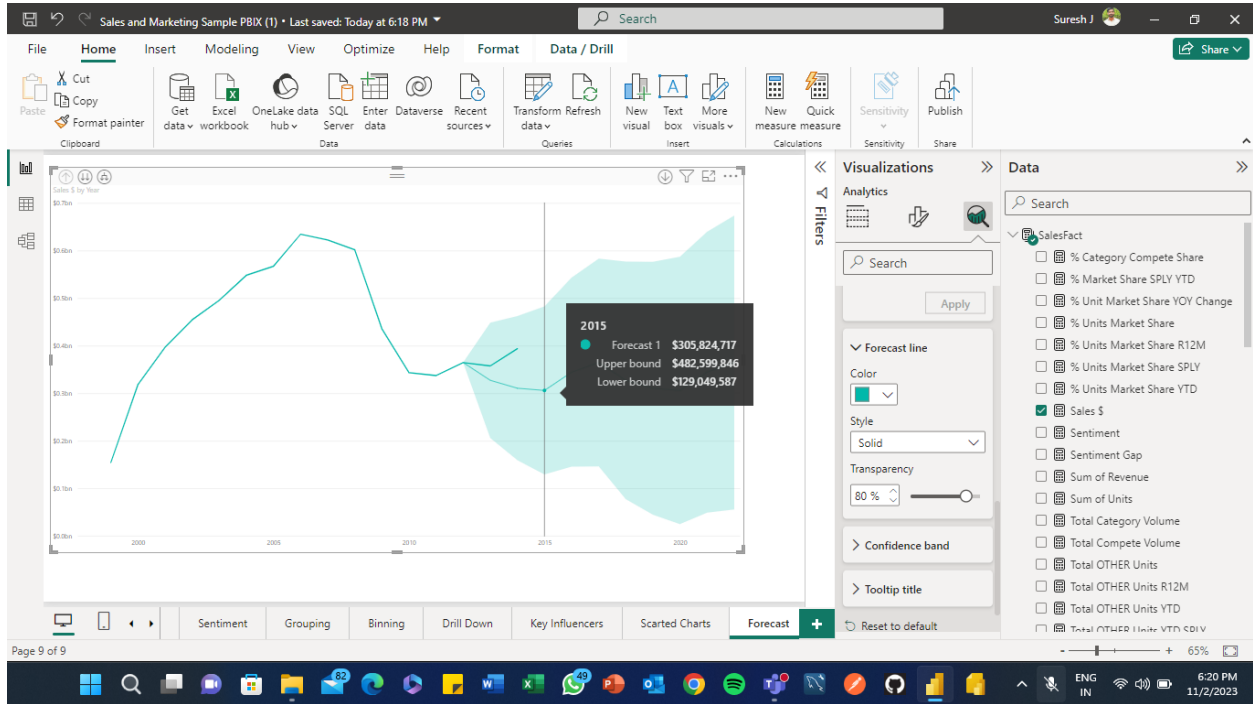
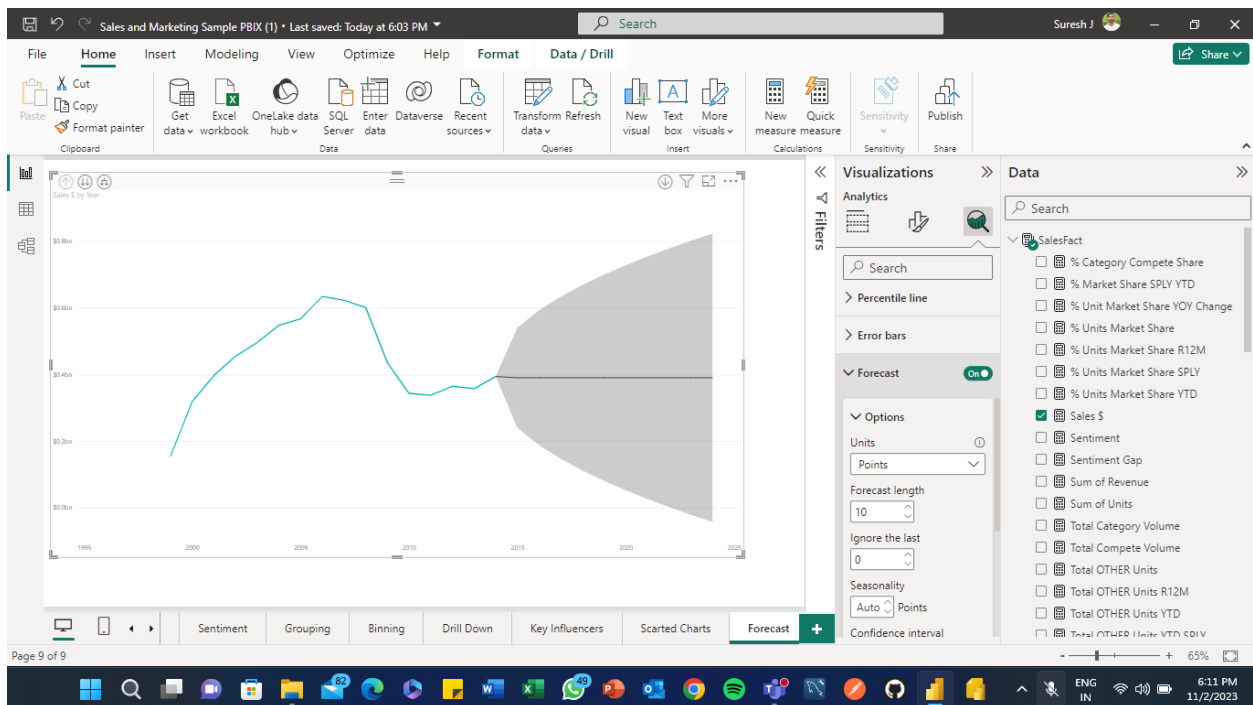


Scattered Chart

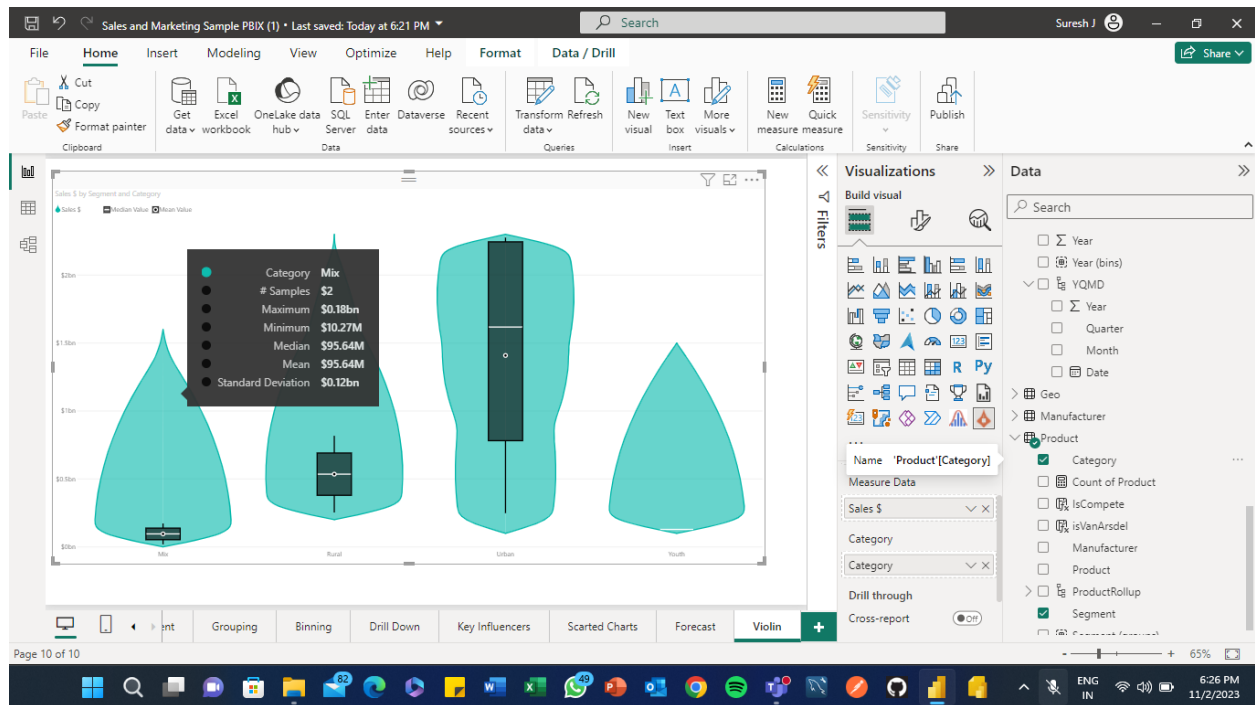


Forecast





Violin



Decomposition Tree

